

Message Text

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INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

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APPROVED BY EB/OCA/CM/JSIMMONS
COM/OIM/EM/WOSUGG/CMM
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COM/OIM/PD/CGENDREAU
COM/OIM/SAD/JMURRIN
COM/OIM/EM/JTDOYLE/AAD
ARA/BR/TSHUGART (INFO)
ARA/NC/TSONANDRES (INFO)
ARA/NC/DCOX (INFO) ARA/EP/WCLARKE/

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R 090109Z AUG 75

FM SECSTATE WASHDC
TO AMEMBASSY BRASILIA
AMEMBASSY CARACAS
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO
AMCONSUL PORTO ALEGRE
INFO AMEMBASSY BOGOTA
AMEMBASSY QUITO

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E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: TRADE PROMOTION EVENT SCHEDULE, FY 1976

REF: STATE 54417, 3/11/75; BRASILIA 2320, 3/28/75

1. IN VIEW IMPROVED BUDGET POSITION, COMMERCE PLANNING
LARGER PROGRAM FOR BRAZIL. NEED POSTS EVALUATION OF
FOLLOWING TENTATIVE SCHEDULE OF EVENTS FROM JANUARY 1976
THROUGH SEPTEMBER:

-- FEBRUARY - POLLUTION CONTROL EQUIPMENT TRADE MISSION,
-- SAO PAULO, RIO, CARACAS, BOGOTA.

-- APRIL - AVIATION EQUIPMENT TECHNICAL SALES SEMINAR,

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-- SAO PAULO, CARACAS, QUITO.

-- MAY - BUSINESS EQUIPMENT EXHIBITION (50 EXHIBITORS)
-- IN BRAZILIAN FUSE FAIR,
-- SAO PAULO
-- JUNE - FOOD PROCESSING EQUIPMENT CATALOG SHOW,
-- SAO PAULO, BUENOS AIRES.
-- AUGUST - AGRICULTURAL/AGRIBUSINESS MACHINERY AND
-- EQUIPMENT EXHIBITION (40 EXHIBITORS),
-- PORTO ALEGRE, IN ESTEIO AGRICULTURAL FAIR.
-- SEPTEMBER- SHIPBUILDING AND SHIP NAVIGATION EQUIPMENT
-- TRADE MISSION, PORTS IN BRAZIL, ARGENTINA,
-- AND VENEZUELA.

2. REGARDING THE PROPOSED BUSINESS EQUIPMENT EXHIBITION,
REQUEST FINDING WHETHER OR NOT DECREE 74,908 REPORTED
IN RIO A-151 OF DECEMBER 4, 1974 CONSIDERS OFFICE
MACHINES AS CONSUMER GOODS AND PROHIBITS PUBLIC ENTER-
PRISES AND MIXED PUBLIC AND PRIVATE COMPANIES FROM DIRECT
AS WELL AS INDIRECT IMPORTATION OF OFFICE MACHINES. RE-
QUEST ALSO INFORMATION ON COST TO EXHIBITOR OF GOING
INTO THIS FAIR ON HIS OWN, AS OUR PARTICIPANTS FEES WILL
BE TWO THOUSAND DOLLARS FOR NEW-TO-MARKET FIRMS AND THREE
THOUSAND DOLLARS FOR ESTABLISHED FIRMS. IF SIGNIFICANT
DISPARITY EXISTS WE MAY LOSE SOME EXHIBITORS WHO OTHERWISE
WOULD PREFER EXHIBITING WITHIN U.S. GOVERNMENT EXHIBITION.

3. NEED COMMENTS ON BUSINESS EQUIPMENT EXHIBITION AND
POLLUTION CONTROL TRADE MISSION SOONEST AS PRELIMINARY
PLANNING GETTING UNDERWAY.

4. FOR CARACAS: CARACAS NOT ON ORIGINAL SCHEDULE FOR
FEBRUARY POLLUTION CONTROL EQUIPMENT TRADE MISSION IN
VIEW LACK OF PROGRESS VENEZUELAN LEGISLATION COVERING THIS
SUBJECT. APPRECIATE POST COMMENTS ADDITION CARACAS
SOONEST. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE188868
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/EM/LGARGES
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750276-0179
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750866/aaaacfto.tel
Line Count: 95
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 54417, 75 BRASILIA 2320
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 DEC 2002 by ReddocGW>; APPROVED <13 JAN 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION EVENT SCHEDULE, FY 1976
TAGS: BEXP, BR
To: BRASILIA MULTIPLE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006